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9-2015

JRNL 427.01: Advanced Photojournalism and Multimedia Storytelling

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Recommended Citation

Lurgio, Jeremy J., "JRNL 427.01: Advanced Photojournalism and Multimedia Storytelling" (2015). *Syllabi*. 3727.

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J427 Adv. Photojournalism and Multimedia

Autumn 2015 • Mon. and Wed., 12:40 to 2 pm. • Don Anderson Hall 005/306

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Course Introduction

J427 is designed primarily as a workshop class. We will discuss your projects as a group and during individual critiques. Lectures, slideshows, student presentations and reading assignments will provide background and inspiration. We will discuss photographers with a variety of multimedia styles. We will explore different approaches to multimedia storytelling. You will refine your shooting style and ability to tell compelling stories in compelling ways. You will create multimedia stories using still photographs, words, audio, video and graphics. You'll need appropriate text and captions for your projects.

Course Objectives/Outcomes

- To successfully complete various photographic multimedia projects
- To add at least one high-quality project to your portfolio that will help prepare you for the job market
- To learn to generate ideas and conduct research
- To continue to develop a personal style and ethical photographic philosophy
- To strengthen your passion for taking pictures
- To implement appropriate tools and technology for multimedia storytelling
- To think critically and creatively with regards to storytelling
- To publish multimedia work as multiplatform projects

Class Time

This class will feature lectures, presentations, editing sessions and critiques. The majority of learning in this class will come from shooting, critiquing as well as class discussions. Assignments will be discussed and the instructor and the class will critique your work. See weekly schedule for assignments and respective due dates. Any changes to the schedule will be announced in class.

Good ideas can get lost without the ability to sell them to skeptical editors. This class is an opportunity to for you to learn how to articulate your ideas when it comes to multimedia stories. It is also a chance to be part of the larger editorial discussion on projects.

Students will be expected to participate in class discussions and critiques. If you are absent, you will be expected to learn the material that you missed from a fellow student. Instructor will not review missed classes. Arrive to class on time and be prepared for the day's agenda. Attendance will be taken and points are deducted from the final grade for unexcused absences. If you are late you are marked absent.

Suggested Texts

You will have weekly assignments to watch various multimedia projects as well as read articles about the field. These will be posted on Moodle.

Readings may be provided as handouts. For additional information, you may find the following book helpful:

Kobre, Ken. *Videojournalism: Multimedia Storytelling*. Burlington, Mass. Focal Press. 2013.

Graduate Students

Graduate students have additional graduate components to this class. As graduate students we expect you to be leaders in the class. You will also lead an additional class on the trends in multimedia storytelling.

In terms of the group project:

You will be in responsible for leading numerous classroom discussions and brainstorming sessions. You will also work as photo and multimedia editors during the group project. You will also be required to do additional research and writing for the project including the introductory section of the project. You are team leaders, as such I expect you to take great initiative and responsibility for the success of the project.

Equipment

You may use any professional DSLR camera or video camera. It should be appropriate for your subject and your presentation. ***You will need CF or SD cards and an external hard drive*** (preferably 500 gig or bigger, RPM speed of 5400 or faster, and firewire 800. USB2.0 or USB 3.0.)

Video cameras are available for checkout on a limited basis. We have HD digital cameras and HDLRS that shoot video. Wireless Mics and a couple of hot shoe mics are also available for checkout but you will need to supply AA batteries or AAA batteries.

An external microphone or audio recorder would be beneficial.

Academic Honesty

Nothing that was shot before this semester may be turned in for this class. It is expected that you will turn in new work for each assignment in this class.

It is also expected that all work done in this class on photographic exercises, captions, quizzes, etc. will be your own. Any act of academic dishonesty will result in referral to the

proper university authorities or disciplinary action. Students must be familiar with the conduct code. See [Student Code online](#)

You may not submit for this course any assignment that has previously, or will be concurrently, submitted for another class, unless you receive prior approval from the professor for this course. To do so without permission will result in an F for the assignment and could result in an F for the course.

Students With Disabilities

If you have a disability that you feel affects your performance in this class, please come see me and we'll create the right work environment for you. See [Disability Services for UM Students Website](#)

After Hours Access

Graduate students and Professional Program students - You will NOT need to submit this form for Spring 2015 if you are a journalism graduate student or an undergraduate student, already admitted to the Journalism Professional Program. Your security-code has already been generated for the semester and your GrizCard has already been activated. You will have continual access (during the semester) to Don Anderson Hall, until you graduate or drop from the professional program. If you have forgotten or misplaced your six-digit code, please drop by Don Anderson Hall, room 201 or call 243-4001, to attain it. If you can't get in please see Cameron Bucheit on the second floor.

Drop Deadlines

[Online drop deadline information](#)

Beginning the sixteenth (16) instructional day of the semester through the forty-fifth (45) instructional day, students use paper forms to drop, add and make changes of section, grading option, or credit. The drop/add form must be signed by the instructor of the course and the student's advisor. The signed drop/add form must be returned to the Registration Counter no later than the forty-fifth instructional day.

Beginning the forty-sixth (46) instructional day of the semester through the last day of instruction before scheduled final examinations, students must petition to drop. The petition form must be signed by the instructor of the course and the student's advisor and, the dean of the student's major.

Documented justification is required for dropping courses by petition. One of the following four must be met: accident or illness, family emergency, change in student work schedule or student does not receive any evaluation of performance before drop deadline.

Cell Phones and Text Messaging

If you bring your cell phone to class it must be in the off position. No text messaging allowed in class. If you are discovered text messaging you will receive a zero for that day – that includes any assignment that may be due that day. The same is true if you are on any electronic contact device.

Assignments

Class assignments will be broken down into weekly story telling and technical exercises, story proposals/pitches, story and project updates, and final group and individual projects. All of these elements are important to your growth in the class and are rated as such in the grade book. Assignments will be discussed in class.

You need to wait until we discuss each assignment in class before you photograph that assignment. You must shoot a different subject for each assignment. You may not select photos from a prior assignment for a current assignment.

Submission of Assignments

All written assignments may be submitted via Moodle.

All audio, photo and video assignments will be submitted to the appropriate folder in my folder on the Professors' server. You may use Bridge, Lightroom or other RAW compatible photo software. You may produce in Final Cut Pro, Final Cut X or Adobe Premiere. You may also use Audacity or Audition for your audio projects.

When submitting assignments in Moodle or the server, use the following naming protocol: yourLASTname_story1.mov, yourLASTname_story2.mov, or yourLASTname_proposal1.doc.

Editing Groups

The class will be divided into groups for video exercises and other projects.

Deadlines

Deadlines are absolute. Don't be late. You will be entering a profession where this is a requirement for continued employment. If you don't meet deadlines now, you may not be successful in the workplace. Any late will be reduced by **2 LETTER GRADES** for each day it's late.

All assignments, unless noted, are due in the appropriate folder on the professors' one hour before class (11:40 a.m.). All proposals and written assignments are due in Moodle at 11:40 am.

Other deadlines will be discussed in class.

Grading

Grading is broken down to a few categories: Exercises, Proposals, Story updates and final projects. Grading will be based on accumulated points. Each project or exercise will be graded on your photography (both still and video,) audio, reporting, writing, production and design. Please see the separate schedule for class schedule, deadlines and points breakdown.

Grading Scale

A	93 to 100%
A -	90 to 92%
B+	88 to 89%
B	83 to 88%
B -	80 to 82%
C +	78 to 79%
C	73 to 77%
C -	70 to 72%
D+	68 to 69%
D	63 to 67%
D -	60 to 62%
F	59% and below

Resubmissions

There are no resubmissions for this class. This class simulates a newsroom environment and many of the assignments are time sensitive.

Projects

Exercises (10 Points each): Multimedia examples, shooting ideas and characters, transition examples

Assignments (20 Points each): Audio Arc, Audio Soundscape, Partner Interview, Sequence Exercise, Final Project Proposals, Event story proposals, Event Story, Sense of Place, TimeLapse sequence

Project Updates (20 points each) – Group project updates, Final Project Narrative Draft, Final Project Draft

Final Projects (50 and 100 points each) – group final project, individual multimedia final project

If you have an idea before the deadline just type it up and turn it in for early approval.

Length of Large Multimedia Project Assignments

Group Project

- Group Project to be determined
- 2-5 minutes
- Stills, audio and video interview

Individual Multimedia - Multimedia Story

- Feature, news or human condition project
- 3 - 5 minutes
- Still, audio, video, graphics, etc.

Event Story

- Event Story – all video
- 2 to 3 minutes

Supply List

Mandatory

- Compact Flash or SD cards (we recommend several 8GB or 16GB or 32 GB cards)
- A portable external hard drive for backing up and storing your work. We recommend at least a one terabyte drive with USB 2.0/3.0 and Fire Wire 400 and Fire Wire 800.

Highly Recommended

- 35mm digital SLR camera, with a manual mode or a choice of manual and automatic modes, and a 50mm lens. More lenses are better (a wide angle and a telephoto). We highly recommend the Canon and Nikon camera systems.
- Tripod
- Dedicated flash unit for your camera
Off camera shoe cord: check compatibility of sync cord connections from flash to camera.
- Batteries for your flash unit. We recommend NIMH rechargeable batteries.
- External Microphone or wireless microphone
- Audio recorder
- Jump drives
- CF or SD card reader

Contests to enter for bonus points!

Hearst website for submission details.

http://hearstfdn.org/hearst_journalism/

COPY - COLLEGE PHOTOGRAPHER OF THE YEAR

<http://www.cpoy.org>

GORDON PARKS INTERNATIONAL PHOTOGRAPHIC COMPETITION

<http://www.gordonparkscenter.org>

NATIONAL NPPA WEB SITE

www.nppa.org

SOUTHERN SHORT COURSE

ATLANTA PHOTOJOURNALISM CONTEST

<http://www.photojournalism.org>

"The question is not what you look at, but what you see." - Duane Michaels